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ABSTRACT

"Healthy School Meals: Promotion Ideas That Work" is a Minnesota program based on the USDA's Team Nutrition program. The program's goal is to improve the health of children through school meals and nutrition education. This is accomplished by empowering schools to serve meals meeting the Dietary Guidelines for Americans, and motivating children in grades pre-K through 12 to make food choices for a healthy diet. This promotional planning calendar contains monthly healthy eating themes and worksheets for planning promotional activities, including goals, publicity, materials and resources, estimated cost, and staffing. Sample recipes, additional promotion themes, a general planning worksheet, and resource list are also presented. The attached report, "School Breakfast Programs: Energizing the Classroom," is a summary of a 3-year study of the Universal School Breakfast Pilot Program in 7 Minnesota elementary schools. The study demonstrates that when all students are involved in school breakfast there is a general increase in learning and achievement. The report presents data related to: (1) participation; (2) integration into the school day; (3) learning readiness; (4) test scores; (5) parent reactions; and (6) social benefits. Also included are quotations from study respondents--school personnel, students, and parents--and a discussion of the effect of removal of the program at one site. (LBT)

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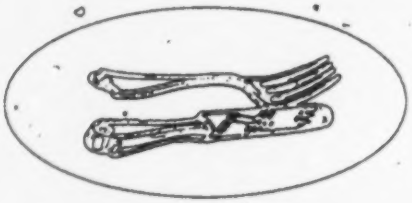
HEALTHY SCHOOL MEALS



PROMOTION IDEAS THAT WORK

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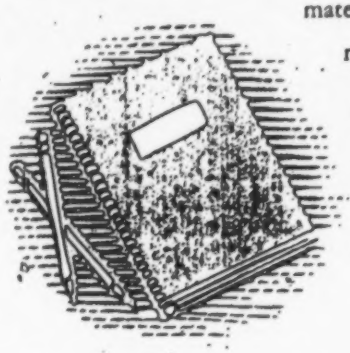
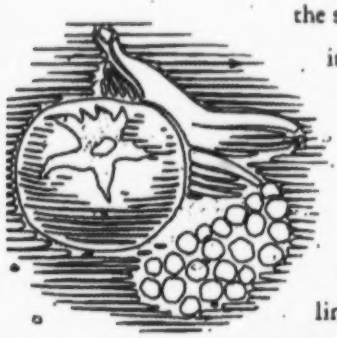
Healthy School Meals

Welcome to the 1998–99 Healthy School Meals Promotional planning calendar. We're adventure bound with a calendar full of fun, educational and interesting promotional ideas. This planner will help you map out your school's events to promote better nutrition. You can use the ideas from this calendar, modify them or even use them as inspiration to come up with your own ideas.



So why a promotional planning calendar? Nutrition plays a very important role in education. Students are better prepared for learning when they have a nutritious breakfast and lunch. As a food service director, school manager, or cook, you are charged with energizing students for a day of learning. You can't always just put nutritious food in front of students. Sometimes you need to educate them about why a food is nutritious. Even adults need to be informed so that they can make good nutritious decisions and pass that information on to their children or students.



Promotional events and food fairs get the students and staff involved in learning about healthy eating. The events can be fun and educational. And, they don't have to cost a lot of money or take a lot of time. You're limited only by your imagination!

All of the sample promotions in this planner have been submitted by schools throughout the state of Minnesota. Many of the ideas come from Team Nutrition materials, and we have referenced those materials where they might be helpful. If you want more information about USDA's Team Nutrition, turn to page three for an in-depth review of what it means to be a Team Nutrition school or turn to the resources listed on page 29.

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How to use this promotional planner

Each month has a successful promotion that was submitted by a school or district in Minnesota. We have selected the sample promotions based on creativity, ease of execution and success.

Background information for each promotion is provided to get you started. Supporting graphics are added where applicable.

Use the calendar to plan the promotion that you are going to have.

A handy planner worksheet will aid you in planning your monthly promotions.

CUT THE FAT
Start by reading food labels! There's a world of wonderful low fat options just waiting to be discovered.
LOW FAT OPTIONS

Promotion Title
Make up fun titles for your monthly promotions. Use attention getting names and slogans.

Description
Try to be complete in describing what your promotion will be.

Goals
What are you trying to accomplish with this promotion? What specific educational messages do you want to teach the children?

Target Audience
Who and how many will participate in the promotion?

Publicity
How will the event be promoted in the school, your community and the media?

Plans for Evaluation
What indicators will you use to measure success? (i.e., number of students participating, number of teachers involved)

Planning Team
Form partnerships to involve people in planning the promotion.

Materials/Resources
List what materials will be needed for the food, displays, handouts, and any other items

Estimated Cost
Include labor, food, and promotional costs.

Staffing
Who is needed for the promotional event?

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Team Nutrition—Motivating children to choose a healthy diet.

The USDA's Team Nutrition program, first implemented in 1995, has grown to include 26,832 schools nationwide and more than 400 Minnesota schools. Team Nutrition's goal is to improve the health of children through school meals and nutrition education. Nutrition-wise, we want to encourage children to expand the variety in their diets; add more fruits, vegetables, and grains; and create diets lower in fat.

This goal is accomplished by empowering schools to serve meals meeting the Dietary Guidelines for Americans, and motivating children in grades pre-K through 12 to make food choices for a healthy diet.

TEAM NUTRITION SCHOOLS

Schools participating in the Team Nutrition program plan, coordinate and implement activities at the local level and strive to serve meals that meet the current Dietary Guidelines. Team Nutrition schools are committed to improving their school meal program and in collaborating with community organizations to promote healthful food choices for children and families.

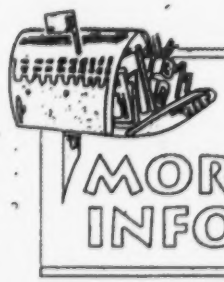
USDA's Team Nutrition Mission

To improve the health and education of children by creating innovative public and private partnerships that promote food choices for a healthful diet through the media, schools, families, and the community.

To assist you in your activities, along side each month is a full page, easy-to-complete promotional planner worksheet with space for implementing your action plans. Brainstorm and complete the worksheet early (July and August) with information such as a description of the promotion, the promotional date, target audience, the desired benefits, who the planning group consists of, what resources are needed for the promotion, what the estimated cost will be, publicity needed or desired, and finally an evaluation of the promotion. A successful program includes the following:

- working with school food service staff
- classroom instruction,
- parent involvement
- community participation
- chef programs, and
- media promotion.

We hope you find the promotional calendar beneficial during the school year and are successful in linking kids with good nutrition. Enthusiasm is contagious!



Additional Team Nutrition information and materials are available by calling Food and Nutrition and Training (FNET) Resource Center at **612-296-6622** or **1-800-366-8922**. Some of these materials are also available on the internet at: **http://schoolmeals.nal.usda.gov:8001**

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PLAN IT OUT!

Promotion Planning Pointers

1. In July and August, plan the school calendar with food service staff.
2. Involve teaching staff to incorporate nutrition education into classroom curriculum. Link school meal programs with classroom nutrition. Visit with teachers in the spring when new curriculum may be planned for the following year; i.e. Health, Physical Education or Family and Consumer Science teachers in addition to elementary or other staff.
3. Contact food vendors to determine if promotional material and display items are available from them. Find out if some items will be no cost vs. those that will require a charge. Can the vendors provide prizes?
4. Plan a marketing budget that allows some funds for displays, prizes or special food items.
5. Introduce nutrition and school meal programs early in the school year with teachers, students and parents.
6. Enlist community support from parents, industry supporters and area merchants. Seek out community dietitians, Extension Service educators and other resources such as the Dairy Council, American Heart Association, American Cancer Society, school nurse, and health, physical education and/or family consumer science teachers.
7. Inform the administration of the events planned for your school year and ask them for their participation and support.
8. Contact local media in your district for maximum coverage of your events. Arrange for students to interview you or other participants on local radio or cable programs. Have younger journalists interview you and/or your staff, and write about the event in a school newsletter for parents and teachers.

TEAM NUTRITION

JULY

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Many vendors are more than willing to donate products in exchange for some local promotion of their company. Did You Know?			1	2	3	4 *Independence Day*
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	*Plan what you'll need for a full school year of numerous media*

BEST COPY AVAILABLE

AUGUST 1998

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

A wealth of Team Nutrition resources are available on the internet http://www.usda.gov or on loan from the FNET Resource Center at the Minnesota Department of Children, Families & Learning. For more information, call 1-800-366-8922 or 612-296-6622.

JULY 1998

S	M	T	W	TH	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

AUGUST 1998

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9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

SEPTEMBER 1998

S	M	T	W	TH	F	S
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27	28	29	30			

OCTOBER 1998

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18	19	20	21	22	23	24
25	26	27	28	29	30	31

NOVEMBER 1998

S	M	T	W	TH	F	S
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15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

DECEMBER 1998

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		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

JANUARY 1999

S	M	T	W	TH	F	S
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3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

FEBRUARY 1999

S	M	T	W	TH	F	S
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7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28						

MARCH 1999

S	M	T	W	TH	F	S
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7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

APRIL 1999

S	M	T	W	TH	F	S
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4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

MAY 1999

S	M	T	W	TH	F	S
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9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

JUNE 1999

S	M	T	W	TH	F	S
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6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

IMPORTANT DATES FOR THE YEAR

National School Lunch Week, October 12-16

National School Breakfast Week, March 1-5

MN Food Product Week, January 18-22

Fitness Fever Month, February

National Nutrtition Month, March

RAINBOW OF COLORS!

The world is full of colorful foods that combine for a visual feast.

Fruits and vegetables are important sources of complex carbohydrates, dietary fiber and other food components linked to the prevention of chronic disease. Many of these foods are high in nutrients and low in calories.

Not only are fruits and veggies colorful, they also come crunchy and fruitilicious! Texture and color make them fun for children to munch!

- Use seasonal fruits and vegetables to plan quick and easy menus.

Creating fancy designs with radishes and carrots, will delight youngsters, or try making a display garnish for the serving line. Combining fruit in a carved out watermelon "bowl" can make sampling much more interesting for kids.

Dietary Guidelines for Americans recommend:

- eating a variety of foods
- maintaining healthy weight
- choosing a diet low in fat, saturated fat and cholesterol
- using sugars only in moderation
- using salt and sodium only in moderation
- choosing a diet with plenty of vegetables, fruits and grain products
- choosing a drug and alcohol-free environment

HOW MANY SERVINGS EACH DAY?

	Women & older adults	Children, teen girls, active women, most men	Teen boys, active men
Vegetable group	3	4	5
Fruit group	2	3	4

SUCCESS STORY

TASTE-N-TOUCH

How many different textures and colors of fruits and vegetables can you serve? All the colors of the rainbow?

This promotion was a team effort between a local produce company and elementary schools. The produce company donated some exotic or unusual produce. Fruits and vegetables were set up on a display table for the students to taste, touch, and pick up. There were also handouts for the students from the produce company about fruits and vegetables.

GOAL: Allow kids a chance to taste and touch both unusual produce and the usual fruits and vegetables that are served to them every day. It opens up an opportunity for kids to explore new foods and hopefully develop a taste for them.

TARGET AUDIENCE: Approximately 3000 elementary students.

PLANNING TEAM: Individuals from the produce company and the cook managers at the participating schools.

MATERIALS/RESOURCES: The produce the company donated, the extra food the schools purchased for the event, and literature for the students from the produce company or Team Nutrition handouts.

COST: The only cost was the extra fruits and vegetables that each school had to purchase.

STAFFING: The kitchen staff came in 15 minutes early to prepare selected produce.

Burnsville District
Burnsville, MN

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SEPTEMBER 1998

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
One in four children does not eat even one serving of vegetables a day. — National Cancer Institute Study		1	2	3	4	5
6	7 *Labor Day*	8	9	10	11	12
13	14	15	16	17	18	19
20 *Rosh Hashanah begins at sundown*	21 *Rosh Hashanah*	22	23	24	25	26
27	28	29 *Yom Kippur begins at sundown*	30 *Yom Kippur*	*Thirty-five percent of elementary, school-age children eat no fruit, and 20 percent eat no vegetables on a given day.* USDA		

PROMOTION TITLE:

DESCRIPTION:

GOALS:

TARGET AUDIENCE:

PUBLICITY:

PLANNING TEAM:

MATERIALS/RESOURCES:

ESTIMATED COST:

STAFFING:

PLANS FOR EVALUATION:

BIGGEST RESTAURANT

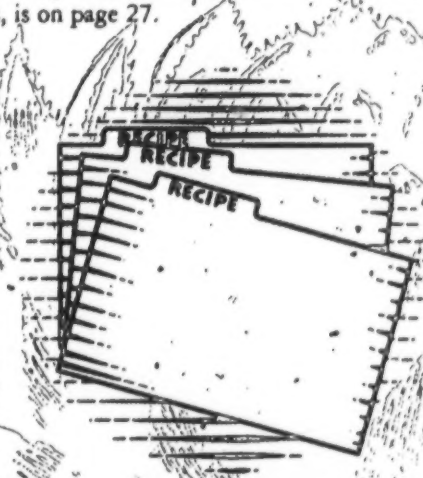
The biggest restaurant in town is right under your nose—your cafeteria!

That's right, your cafeteria! More than 86 million school lunches were served in Minnesota during the school year 1996–97. That's more than half a million lunches each school day. School lunch participation increased by 2.6 million in 1996-97.

The National School Lunch Program reimburses schools for those meals meeting established nutrition standards. In 1996, the School Meals Initiative revised the nutrition standards for school meals based on the Dietary Guidelines for Americans. To meet these standards, menus are planned either by using computer software to analyze the menus or by following guidelines that call for more fruits, vegetables and grains.

National School Lunch Week is October 12–16. What innovative ideas have you come up with to celebrate the week? How are your students involved with the planning and decorating?

Good nutrition begins in the home. Providing easy-to-use recipes for family use is an excellent way to provide nutrition information about healthful eating. Three-Grain Pilaf, an example of an easy-to-use recipe from Team Nutrition's *Food, Family and Fun* recipe book, is on page 27.



SUCCESS STORY

WHAT'S FOR LUNCH?

Here's an easy and low-cost way to get kids excited about lunch and also promote National School Lunch Week. Sacred Heart School in Waseca had a celebration lunch and invited former cooks from the school to come and eat lunch with the students. It was also a celebration of the school's 40th year in the National School Lunch Program, and the 50th anniversary of the National School Lunch Program. How long has your school been in the National School Lunch Program? Students and staff can get together and decorate the lunchroom with fall colors and posters to build excitement and participation in the event.

GOAL: Promote the school lunch program and celebrate with students, staff and former cooks.

TARGET AUDIENCE: Students, staff and former cooks.

PLANNING TEAM: The head cook, assistant cook, and the principal.

MATERIALS/RESOURCES: Food items for the meal, decorations for the cafeteria, announcement and invitations in the local paper and school newsletter, and ideas from the ***School Food News*** as well as Team Nutrition materials.

COST: Many of the decorations were made by the students, and a volunteer provided the extra help in the kitchen that day.

STAFFING: A community volunteer assisted in preparing and serving the meal.

Sacred Heart School
Waseca, MN

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OCTOBER 1998

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
The average cost of a school lunch in Minnesota during the 1996–97 school year was $1.87. • School Nutrition Programs 1998 Report, Minnesota Department of Children, Families & Learning 				1	2	3
4	5	6	7	8	9	10
11	12 *Columbus Day*	13	14	15	16	17
			National School Lunch Week			
18	19	20	21	22	23	24
25 *Daylight Saving Time ends*	26	27	28	29	30	31 *Halloween*

PROMOTION TITLE:

DESCRIPTION:

GOALS:

TARGET AUDIENCE:

PUBLICITY:

PLANNING TEAM:

MATERIALS/RESOURCES:

ESTIMATED COST:

STAFFING:

PLANS FOR EVALUATION:

READ, READ, READ!

Reading...another great way for children to learn about food and nutrition!

What a great opportunity to teach children about food and nutrition – read to them. Children are a very captive audience. They are hungry to learn. Reading books can be fun while teaching youngsters about healthful eating and nutrition. By integrating reading and nutrition, you can get children excited about both.

Reading is a fun way to learn about food from different cultures. Many books have interesting stories that appeal to children. By featuring a food from a book on the school menu, the story is brought to life and allows children to taste a new food.

Below are a few suggested titles that you can use in your promotion. Meet with your media specialist to brainstorm for promotional ideas.

SUGGESTED READING

Corn is Maize: The Gift of the Indians. Aliki. Harper Trophy, 1976

Bananza from Manolo to Margie. George Ancona. Clarion Books, 1982

Eating the Alphabet. Lois Ehlert. Harcourt Brace Jovanovich, 1989

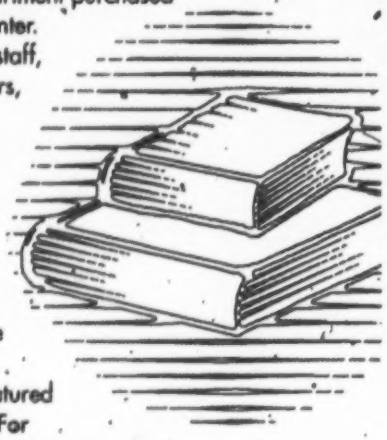
How to Make Apple Pie and See the World. Marjorie Priceman. Alfred A. Knoph, 1994

Bread, Bread, Bread! Ann Morris. Lothrop, Lee and Shepard Books, 1989

SUCCESS STORY

LITERATURE AND NUTRITION

North St. Paul, Maplewood and Oakdale schools chose partnering with their elementary students each month. Their food service department purchased books for the media center. Teachers, food service staff, principals, DARE officers, and other volunteers read to the children. Selecting books from your school media center about food and nutrition or a local library may work for you. A menu for the month could also be planned around the featured book and its storyline. For example, the book *Stone Soup* was read and then stone soup was featured on the menu.



GOAL: Promote student reading and involve food service staff with students.

TARGET AUDIENCE: Approximately 4,000 students from the 10 elementary schools.

PLANNING TEAM: Food service director and volunteers to read the books.

MATERIALS/RESOURCES: Books featured each month of the school year with each month's menu featuring something from the books.

COST: $1500–2000 for the books purchased.

STAFFING: Teachers, food service director, principal, DARE officer, and other volunteers to read the books in the media center.

North St. Paul-Maplewood District
Maplewood, MN

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NOVEMBER 1998

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3 *Election Day*	4	5	6	7
8	9	10	11 *Veterans Day*	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26 *Thanksgiving Day*	27	28
29	30	Nutrition plays a key role in learning and school performance.				

PROMOTION TITLE:

DESCRIPTION:

GOALS:

TARGET AUDIENCE:

PUBLICITY:

PLANNING TEAM:

MATERIALS/RESOURCES:

ESTIMATED COST:

STAFFING:

PLANS FOR EVALUATION:

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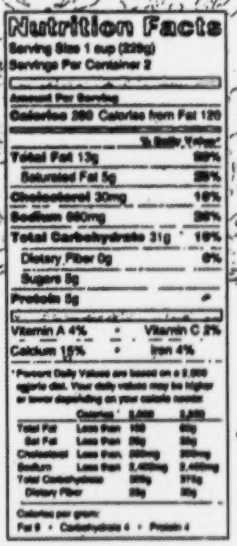
CUT THE FAT

Start by reading food labels! There's a world of wonderful, low fat options just waiting to be discovered.

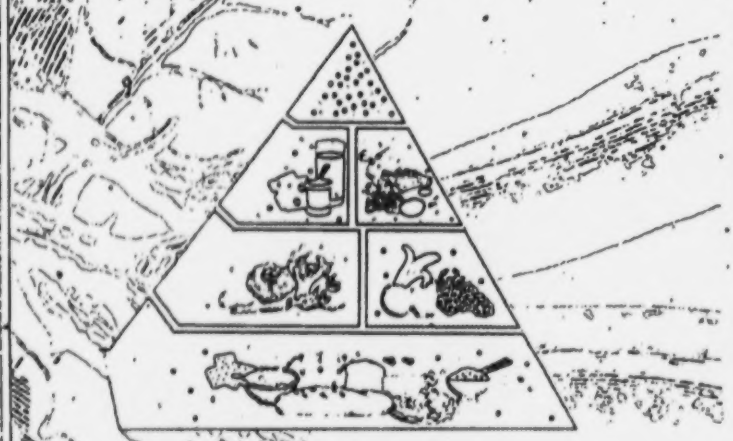

Nutrition Facts
Serving Size 1 cup (228g)
Servings Per Container 2
Amount Per Serving
Calories 260 Calories from Fat 120
% Daily Value*
Total Fat 13g 20%
Saturated Fat 5g 25%
Cholesterol 30mg 10%
Sodium 660mg 28%
Total Carbohydrate 31g 10%
Dietary Fiber 0g 0%
Sugars 5g
Protein 5g
Vitamin A 4% • Vitamin C 2%
Calcium 15% • Iron 4%
* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:
Calories 2,000 2,500
Total Fat Less than 65g 80g
Sat Fat Less than 20g 25g
Cholesterol Less than 300mg 300mg
Sodium Less than 2,400mg 2,400mg
Total Carbohydrate 300g 375g
Dietary Fiber 25g 30g
Calories per gram:
Fat 9 • Carbohydrate 4 • Protein 4

Balance is the key to a low fat diet. Become a label sleuth and check the number of fat grams in food. Fats, oils and sweets are often hidden in foods. They add calories, but few nutrients, to foods. The Food Guide Pyramid recommends limiting foods in the Pyramid tip and making choices within the other food groups that are lower in fat, saturated fat and cholesterol.

Be aware of "free", "low fat", "lite" and "reduced" labels. Compare nutrient contents and see the difference!

In addition to the nutrition facts label almost all foods, even standardized ones such as mayonnaise and bread, have an ingredients label. Ingredients are listed from most to least by weight. If you have food allergies, the ingredient list is helpful in identifying products that might pose a problem.

Use the Food Guide Pyramid to help select foods for a healthy diet.

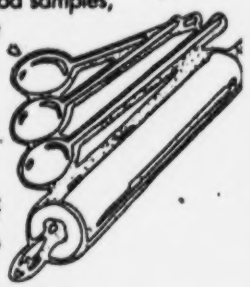


Everyone can lower their fat intake by eating more fruits, vegetables and grains, which are naturally low in fat.

SUCCESS STORY

LOW FAT OPTIONS

This is a fun promotion that requires very little in labor or food cost. The goal was to show how much fat can be reduced from a recipe using prune puree and other low fat substitutes. Several recipes were made by substituting prune puree for butter. Chocolate chip cookies or any recipe that your school already serves are good to use. The recipe can be made both ways to show a comparison. Set up tables with the food samples, raw fruits and vegetables and low fat dips made from yogurt for students and teachers to taste. Display information telling them how much fat normally would be in the recipe and how much is saved with low fat options. Call a local dietitian to see if they have any displays that may help illustrate the fat content of selected foods. Furnish handouts with nutrition information from Team Nutrition materials for the students and staff.



GOAL: Show how much fat can be removed from a recipe using prune puree and other low fat substitutes, and still have the food taste good.

TARGET AUDIENCE: Students and staff.

PLANNING TEAM: Food service director and assistant.

MATERIALS/RESOURCES: Prune puree, raw fruits and vegetables. Ingredients for chocolate chip cookies, low fat yogurt dip and additional foods that were prepared. Handouts for teachers and students from the Team Nutrition materials, including "Food Time," "Food, Family & Fun Cookbook" and "Fun Tips on Dietary Guidelines." Displays of how fat affects the body.

COST: 6–8 additional labor hours for food service director and cook (depending on how many recipes are made). Cost of ingredients.

STAFFING: Food service director and assistant

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DECEMBER 1998

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
90% of children consume fat above the recommended level.		1	2	3	4	5
6	7	8	9	10	11	12
13	14 Hanukkah Begins	15	16	17	18	19
20	21	22	23	24	25 Christmas Day	26 Kwanzaa Begins
27	28	29	30	31 New Year's Eve	TIP: Challenge students to come up with slogans to motivate others to eat healthy diets. Prepare for the new year with good eating habits.	

PROMOTION TITLE:

DESCRIPTION:

GOALS:

TARGET AUDIENCE:

PUBLICITY:

PLANNING TEAM:

MATERIALS/RESOURCES:

ESTIMATED COST:

STAFFING:

PLANS FOR EVALUATION:

Variety is the spice of life. You can spice up any menu by adding new items to enhance a student's palate.

Nutrients are found in all foods. That's why food variety is such a basic for good health. Since no one food provides all the nutrients needed to be healthy, it is best to eat a variety of foods each day. Eating the number of recommended servings from the Food Guide Pyramid will help achieve this goal. Start off the new year by introducing and reinforcing the importance of food variety to students.

The Food Guide Pyramid was developed to assist in making healthy food choices. It is an outline of what to eat each day. Following the Pyramid ensures meeting the Dietary Guidelines for Americans—the seven recommendations representing the best, most current advice from health and nutrition experts. It's all about variety!

1ST MINNESOTA CHEF CHALLENGE WINNING MENU

Vegetarian Chili

Corn Cheese Foccacia

Mixed Greens with Orange Sunshine Dressing

Fresh Fruits

Brownie

Skim Milk

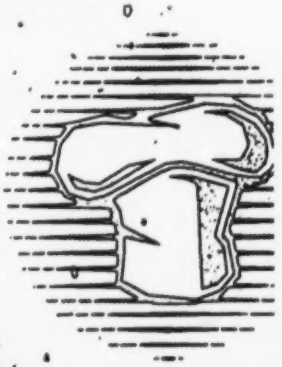
St. Paul School District

Menu Nutritional Analysis			
Calories	742	Vitamin A	914 RE
Protein	29 g	Vitamin C	125 mg
Carbohydrate	132 g	Iron	5.6 mg
Total Fat	15 g	Calcium	595 mg
Saturated Fat	5.4 g	Sodium	1232 mg
Cholesterol	54 mg	Fiber	15.6 g

SUCCESS STORY

CHEF PROMOTION

How do you emphasize variety, new foods, and new flavors in recipes? Elk River elementary schools designed a successful promotion that teamed-up elementary students, food service workers and high school food occupation and business students with a professional chef. The chef designed recipes for the high school food occupation students. These students prepared the recipes for elementary students to sample. The elementary students tried new foods and flavors incorporating cilantro, mint, curry and other ingredients that they might not normally taste in their everyday meals. High school business class students promoted the event with decorations and posters. Your local chefs may be delighted to share prized recipes along with their expertise working with staff and students.



GOAL: Provide the opportunity for high school students to work with a professional chef preparing and serving a meal, and elementary age students to sample new foods and flavors.

TARGET AUDIENCE: High school and elementary students.

PLANNING TEAM: High school students, parents, chef and food service director.

MATERIALS/RESOURCES: The chef's recipes, letters to the parents and teachers, food items for the appetizers and the meal, and decorations.

COST: Approximately $400 for food.

STAFFING: No additional staffing required.

Elk River Elementary Schools
and Elk River Senior High School
Elk River, MN

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JANUARY 1999

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Minnesota's largest industry is agriculture. Minnesota ranks in the top 10 states for production of sugarbeets, sweet corn, green peas, wild rice, turkeys, cheese, hogs, soybeans, wheat, barley, corn, oats, ice cream, sunflowers, honey, butter, milk, red meat, potatoes, rye, and eggs!					1 *New Year's Day*	2
3	4	5	6	7	8	9
10	11	12	13	14	15 *Martin Luther King, Jr.'s Birthday*	16
17	18 *Martin Luther King, Jr. Day*	19	20	21	22	23
24 31	25	26	27	28	29	30

Minnesota Food Products Week

PROMOTION TITLE:

DESCRIPTION:

GOALS:

TARGET AUDIENCE:

PUBLICITY:

PLANNING TEAM:

MATERIALS/RESOURCES:

ESTIMATED COST:

STAFFING:

PLANS FOR EVALUATION:

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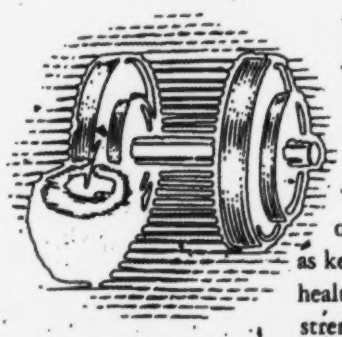
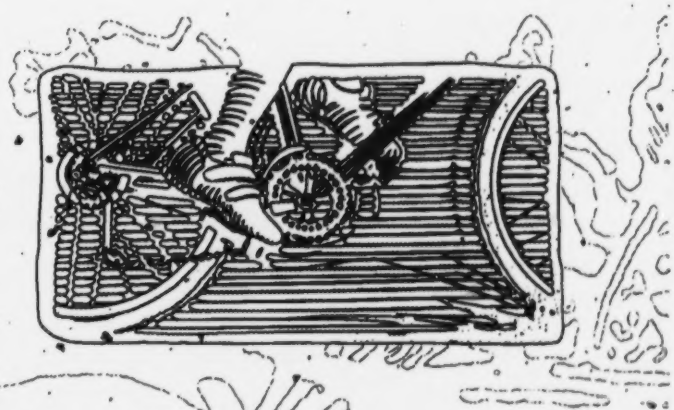
Balance the food we eat with physical activity.



Health is more than good food. Children need to be active and exercise regularly. Balancing the food we eat with physical activity helps us maintain or improve our weight as well as keeping our bodies strong and healthy. Regular activity strengthens the heart and lungs and increases flexibility. Beside improving overall fitness, exercise helps maintain healthy weight.

Partner with the physical education teacher at your school to develop some fun activities with food and exercise as themes. By teaming up, nutrition messages can be reinforced in physical education class. Refer to the Team Nutrition *Community Nutrition Action Kit* for more activity ideas.



SUCCESS STORY

FITNESS FEVER

Viking Elementary School in Pelican Rapids held *Fitness Fever* activities to promote exercise and nutrition. Volunteers dressed as colorful fruit and vegetable characters, and handed out stickers to students. The elementary school head cook and her staff decorated the lunchroom with streamers and played music during lunch time. Several physical activities, such as jump rope contests and healthy hopscotch, were held in the hallways to promote physical fitness. Winners of the various activities were given ribbons, and all participants received a sticker. Different fruit and vegetable recipes were sent home with students. Various school staff, such as the physical education instructor, the school nurse, and the volunteer coordinator pitched in to help make this promotion a community success.

GOAL: Increase awareness of the importance of physical activity in relation to nutrition.

TARGET AUDIENCE: Elementary students.

PLANNING TEAM: Food service director and/or head cook, principal, physical education teacher, school nurse, volunteer coordinator.

MATERIALS/RESOURCES: Fruit and vegetable costumes and/or makeup, student stickers, ribbons for contests, recipe handouts, equipment for physical contests (ask the physical education department), and lunchroom decorations.

STAFFING: Volunteers, physical education teachers, food service manager, cooks, and school nurse.

Viking Elementary School
Pelican Rapids, MN

FEBRUARY 1999

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27% of children aged 6–11 are considered obese USDA	1	2	3	4	5	6
7	8	9	10	11	12 Lincoln's Birthday	13
14 Valentine's Day	15 President's Day	16	17	18	19	20
21 Washington's Birthday	22	23	24	25	26	27
28						

At least half of today's kids do not engage in physical activity.

American Heart Association

PROMOTION TITLE:

DESCRIPTION:

GOALS:

TARGET AUDIENCE:

PUBLICITY:

PLANNING TEAM:

MATERIALS/RESOURCES:

ESTIMATED COST:

STAFFING:

PLANS FOR EVALUATION:

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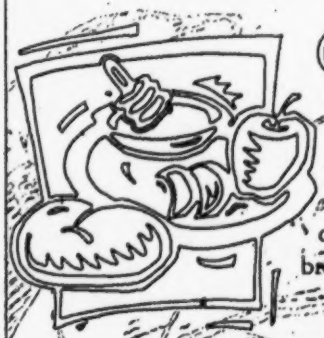
ENERGIZING BREAKFAST

An energized breakfast makes for a morning full of learning.



Cereal and juice? Breakfast pastries? Or nothing for breakfast? For many Minnesota students, it's fast food on the run or nothing. The USDA reports 12 percent of school-age children report skipping breakfast.

Recognizing this disturbing trend, in 1994 a universal breakfast pilot program was tested in six Minnesota elementary schools. Results showed that when all students are involved in school breakfast there is a general increase in learning and achievement.

The School Breakfast Program is a nutrition and education program for all school children. It is not a welfare program for poor kids. As the call for higher education standards continues, educators are placing more demands on students. School breakfasts help increase student attention, improve behavior, reduce nurse visits, and increase test scores. Studies showed that "transient" hunger routinely affected performance in the morning, when the majority of academic learning is scheduled, by students from all income levels. Research also confirmed that hungry students are often discouraged by a perception that the school breakfast is a program for low income families. When obstacles to school breakfast participation were removed, participation rates soared.

In the 1996–97 school year, more than seven out of 10 schools that offered school lunch also offered school breakfast. More than 40 percent of the students participated in both school lunch and breakfast.

HOW UNIVERSAL BREAKFAST AFFECTS TEST SCORES

Math	+5.8%
Reading	+5%

Reflects change between grades 3 and 5 from schools who had universal breakfast vs. schools that didn't. *Energizing the Classroom*, Minnesota Department of Children, Families & Learning.

SUCCESS STORY

BREAKFAST BONANZA

Pine City Elementary School wanted to promote National School Breakfast Week and increase breakfast participation. They planned special daily activities for the week such as a milk moustache contest, pancake toss with prizes, a visit by Moo Carena the cow, and school bus drivers having breakfast with the children. Prizes and certificates were awarded to students. A first place trophy was presented to students who had eaten the most breakfasts during the school year. You can probably come up with lots of different breakfast menus and fun activities for a breakfast bonanza at your school.

GOAL: Promote the importance of breakfast and National School Breakfast Week and increase participation in the school breakfast program.

TARGET AUDIENCE: The school's students which resulted in a 35 percent increase in breakfast that week.

PLANNING TEAM: Food service director, breakfast cook and the principal.

MATERIALS/RESOURCES: Food items for breakfast, trophy and donated prizes.

COST: Approximately $25 for purchase and engraving of a trophy.

STAFFING: Staff worked an additional four to five hours during the week.

Pine City Elementary School
Pine City, MN

BEST COPY AVAILABLE

MARCH 1999

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
March is National Nutrition Month	1	2	3	4	5	6
	National Breakfast Week					
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

Research shows that "transient" hunger routinely affects performance in the morning by students from all income levels.

Better Breakfast Better Learning

PROMOTION TITLE:

DESCRIPTION:

GOALS:

TARGET AUDIENCE:

PUBLICITY:

PLANNING TEAM:

MATERIALS/RESOURCES:

ESTIMATED COST:

STAFFING:

PLANS FOR EVALUATION:

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WAVES OF GRAIN

Grains provide energy, vitamins and fiber.

Breads and grains have been a staple in diets across the world for centuries, and for good reason. They are the best choices for energy, and we need the most servings from this food group daily. Grain products are the foundation of the Food Guide Pyramid.

HOW MANY SERVINGS EACH DAY?

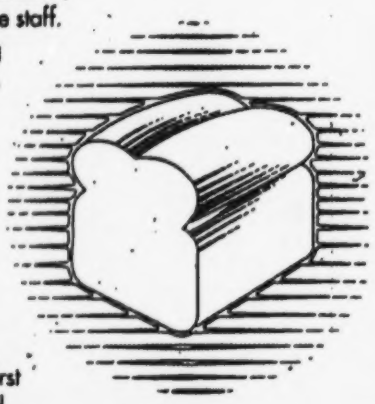
	Women & older adults	Children, teen girls, active women, most men	Teen boys, active men
Bread, cereal, rice & pasta	6	9	11

Major producers of the five most common grains in the U.S.

SUCCESS STORY

BREAD IN A BAG

Nancy Waugh, head cook at West Central Area North Elementary School has been promoting "Bread in a Bag" at her school for five years. The promotion has always been a success with the students, teachers, and food service staff. Having the children bring loaf pans from home cuts down on expenses.



First graders came to the kitchen, mixed up their recipe ingredients, kneaded the dough in a plastic ziploc bag, and the cooks baked the bread. What better way to get first graders interested in food, nutrition, and cooking than to bake their own bread! The kitchen staff does the baking in the afternoon after the students have made their dough, and then the students eat some of the bread the following day. The students take home the remaining bread to share with their families. The popular recipe is listed on page 27.

GOAL: Introduce students to whole wheat bread.

TARGET AUDIENCE: First grade students.

PLANNING TEAM: Head cook and the first grade teachers.

MATERIALS/RESOURCES: Bread ingredients and plastic bags.

COST: Children brought loaf pans from home and the first grade class paid for the cost of the materials.

STAFFING: None.

West Central Area District
Elbow Lake, MN

APRIL 1999

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
A grain is a single seed of a cereal grass. Some of the cereal grains grown in the United States are wheat, corn, rye, rice, barley, and oats. More foods are made with wheat than any other cereal grain.			DID YOU KNOW?	1 Passover	2	3
4 *Easter* *Daylight Savings Begins*	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	*Invite someone to talk to classes about the harvesting of locally grown grains.*

PROMOTION TITLE:

DESCRIPTION:

GOALS:

TARGET AUDIENCE:

PUBLICITY:

PLANNING TEAM:

MATERIALS/RESOURCES:

ESTIMATED COST:

STAFFING:

PLANS FOR EVALUATION:

BEST COPY AVAILABLE

WORLD OF TASTES

Jump into a journey of foods from all over the world.

Multicultural appreciation is at its best when it comes to sampling foods from other ethnic groups.

Tortillas, rice, lasagna, lefse, fry bread, baklava, lo mein, croissants, matza balls, bread pudding, weiner schnitzel – a world of food from a world of cultures is available for emerging student taste buds!

Learning about ethnic foods and other cultures increases awareness of how other people eat.

What different people eat most often depends on the foods grown in that region. Special foods are often prepared for celebrations. Comparing what different countries eat for the same holiday can give fascinating insight into those cultures.

Reading stories of other cultures is a great way to teach students about their own heritage as well as life outside of Minnesota.

Being a nation made up of immigrants means that many of the foods we eat first came from other countries. How many foods are American? Make a list! How many foods were brought to our country by immigrants?

SUCCESS STORY

TASTE OF WORLD WEEK

Washburn Elementary School featured food from a different country each day over the course of a week. As students got their "world" lunch, they received a sticker from that country to put into their "passports." Local families from the featured cultures handed out the stickers. Students who collected all five stickers had their name entered in a drawing for a prize. Packets were given out to the teachers from the school diversity coordinator. These highlighted the common foods of each of the cultures.

GOAL: Encourage students to participate in school lunch and to try new foods. Learn about different countries and their cultures and how they might differ from ours.

PLANNING TEAM: Food service director, cook manager, teachers, parents, and diversity coordinator.

TARGET AUDIENCE: 450 students.

MATERIALS/RESOURCES: Paper for the passports and stickers as well as the foods for the lunches on those days. Different "host" families passed out stickers.

COST: $13.50 for paper, stickers, and photocopying the passports.

STAFFING: No extra staff was needed. Families volunteered to assist.

Washburn Elementary School
Bloomington District
Bloomington, MN

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MAY 1999

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
The racial/ethnic populations in Minnesota for the year 2000 are projected to be: 90.1% White, 5.9% Asian, and 2.8% Hispanic, 2.4% African American, and 1.5% Native American. *Ethnic Foodways in Minnesota, 1996*						1
2	3	4	5	6	7	8
9 *Mother's Day*	10	11	12	13	14	15
16	17	18	19	20	21	22
23 30	24 *Memorial Day* 31	25	26	27	28	29

PROMOTION TITLE:

DESCRIPTION:

GOALS:

TARGET AUDIENCE:

PUBLICITY:

PLANNING TEAM:

MATERIALS/RESOURCES:

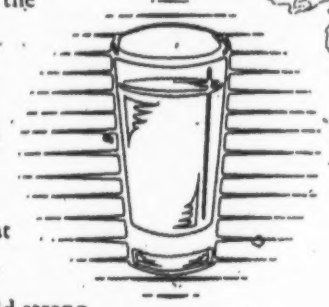
ESTIMATED COST:

STAFFING:

PLANS FOR EVALUATION:

Build strong bones with foods that are high in calcium.

That's right. Milk isn't the only source high in calcium. Most vegetable greens, broccoli, dried beans, salmon—they're all good sources of calcium. Of course, milk, cheese and yogurt are always great tasting sources of calcium.



The best time to build strong bones is when you're young, and that's when calcium plays a key role in bone growth. During the middle years, calcium helps maintain bone density, and during the later years, it helps slow age-related bone loss. Milk and milk products are brimming with calcium, vitamins A, B and protein. Buy milk with Vitamin D added. It helps your body use the calcium in milk products to make strong bones and teeth. Calcium guidelines have increased in order to optimize bone health and help prevent osteoporosis.

Lactose intolerant individuals can include dairy foods in their diet. A recent study, published in the May 1997 American Journal of Clinical Nutrition, showed that people with lactose intolerance were able to drink two cups of milk each day—one with breakfast and one with dinner—without experiencing symptoms. There are also lactose-reduced and lactose-free milk products available.

According to the USDA, two out of three American adults do not meet their daily calcium needs. Your body takes what it needs from the bones. If your diet is low in calcium, repeated withdrawals can short-change bones leaving them brittle and susceptible to fracture.

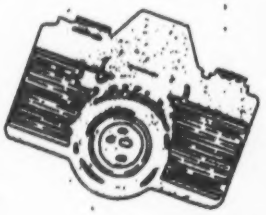
HOW MANY SERVINGS EACH DAY?

	4-8 yrs.	9-18 yrs.	19-50 yrs.
Milk group	2-3	4-8	2-4

SUCCESS STORY

MILK MADNESS

Do your school's children sport milk mustaches? If not, why not promote a milk mustache contest? Minneapolis School District's Food Services took pictures of secondary students with their mustaches. Some of the schools then held contests and gave away cameras used for the pictures as part of their Milk Madness promotion. Elementary sites might feature Moo Carena the cow or others dressed up as a cow. You can include lessons on milk, calcium, bones, and teeth with your promotion. Both the Dairy Council of the Upper Midwest and the Dairy Council of Wisconsin will probably be very willing to provide films related to where milk comes from. A field trip to a dairy farm or local dairy could enhance this promotion.



GOAL: Increase calcium consumption.

TARGET AUDIENCE: All 48,000 district students.

MATERIALS/RESOURCES: The Dairy Council of the Upper Midwest, Dairy Council of Wisconsin and Kemps provided materials and resources. Many materials were donated such as posters, educational materials, a cow costume and stickers. Materials purchased included an inflatable cow, posters, special lunch bags with a cow pattern that folded into a cow puppet, and two life-size milk cartons.

COST: Approximately $200 for materials plus $20/day for an individual to dress up in the cow costume.

STAFFING: One additional staff person who dressed up as the cow.

Minneapolis Public School District—all schools
Minneapolis, MN

BEST COPY AVAILABLE

JUNE 1999

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Most Americans need at least 1000mg of calcium a day. That's at least 3 servings from the Milk Group.		1	2	3	4	5
6	7	8	9	10	11	12
13 *Flag Day*	14	15	16	17	18	19
20 *Father's Day*	21	22	23	24	25	26
27	28	29	30	*There is increasing scientific research indicating that an optimal calcium intake may help reduce the risk of certain chronic diseases such as osteoporosis, hypertension, and colon cancer.*		

PROMOTION TITLE:

DESCRIPTION:

GOALS:

TARGET AUDIENCE:

PUBLICITY:

PLANNING TEAM:

MATERIALS/RESOURCES:

ESTIMATED COST:

STAFFING:

PLANS FOR EVALUATION:

BEST COPY AVAILABLE

REPRODUCIBLE

MONTH:

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

PROMOTION TITLE:

DESCRIPTION:

GOALS:

TARGET AUDIENCE:

PUBLICITY:

PLANNING TEAM:

MATERIALS/RESOURCES:

ESTIMATED COST:

STAFFING:

PLANS FOR EVALUATION:

THREE-GRAIN PILAF

45 MINUTES SERVES: 6

Orzo is pasta that looks like rice. Barley adds a nutty flavor. Together, with the rice, the three make an exciting grain dish.

- 1 medium onion, minced
- ½ cup peppers, green or red or both
- 1 oz. vegetable oil
- ½ cup golden raisins
- ¼ cup chopped fresh parsley
- ½ cup pearled barley
- 5 cups chicken broth (or water with one bouillon cube)
- 1 cup converted rice
- ½ cup dry orzo pasta
- 3 bay leaves
- ½ cup chopped nuts such as pine, almonds or walnuts (optional) seasonings to taste

1. Saute onion and peppers in oil or butter for 5 minutes. Remove from heat. Add raisins and parsley; set aside.
2. Cook barley in 5 cups of stock water for 20 minutes, covered, then add rice and cook for 15 more minutes. Add orzo and bay leaves. Cook covered for another 5 minutes.
3. Remove bay leaves. Fold in sauteed vegetables and nuts (optional). Add seasonings (not too much salt!) Serve.

Nutrients per serving — *1 cup*

Calories	251	Saturated Fat	0.8 g	Iron	2.2 mg
Protein	8 g	Cholesterol	4 mg	Calcium	28 mg
Carbohydrate	46 g	Vitamin A	41 RE	Sodium	224 mg
Total Fat	4.0 g	Vitamin C	17 mg	Dietary Fiber	3 g

BREAD IN A BAG

MATERIALS NEEDED

- A heavy-duty zipper lock freezer bag (1 gallon size)
- Cookie sheet
- Measuring spoons
- 13-inch x 9-inch baking pan
- Measuring cup
- Pastry towel or cloth
- 8½-inch x 4½-inch loaf pan

INGREDIENTS

- 2 cups all-purpose flour
- 1 cup whole-wheat flour
- 1 teaspoon salt
- 1 package rapid rise yeast
- 1 cup hot water (125° F)
- 3 tablespoons sugar
- 3 tablespoons vegetable oil
- 3 tablespoons nonfat dry milk

DIRECTIONS

1. Combine one cup all-purpose flour, yeast, sugar, dry milk, and salt in a freezer bag.
2. Shake and work the bag with fingers to blend the ingredients.
3. Add hot water and oil to the dry ingredients in the bag. Reseal the bag and mix ingredients thoroughly.
4. Add whole-wheat flour. Reseal the bag and mix ingredients thoroughly.
5. Gradually add remaining cup of all-purpose flour to the bag. Reseal and work with fingers until the dough becomes stiff and pulls away from the side of the bag.
6. Take dough out of the bag, and place on floured surface.
7. Knead dough 2–4 minutes.
8. Cover dough with a moist cloth or pastry towel; let dough stand for 10 minutes.
9. Roll dough to 12-inch x 7-inch rectangle. Roll up from narrow end. Pinch edges to seal.
10. Place dough in a greased glass loaf pan; cover with a moist cloth.
11. Place baking pan on the counter; half fill with boiling water. Place a cookie sheet over the baking pan and place loaf pan on top of the cookie sheet; let dough rise 20 minutes or until dough doubles.
12. Preheat oven, 375° F, while dough is rising (about 15 minutes).
13. Place loaf pan in oven and bake for 25 minutes or until baked through.

ADDITIONAL PROMOTIONS

Once you start brainstorming ideas, you'll find many promotional ideas that come to mind. Some suggestions submitted by other districts included: International Clown Day, Mickey Mouse's Birthday, Earth Day, Back to School promotion, Tours and Taste tests. Many schools had staff dress up in costumes (fruits and vegetables, clowns, holiday related characters, etc.), while others centered their promotions around props such as a cow. Some additional examples of promotions are listed below.

PROMOTION: Teaching Team Nutrition
DESCRIPTION: Teach a class on Team Nutrition to a whole grade. Utilizing a class that all students take, you can teach the entire grade about Team Nutrition. Information on nutrition, school lunch, and menu planning can be taught by the food service director and the head cook. Each class can design a menu that is featured on the school menu. Perhaps your local produce company will donate fruits and veggies in exchange for publicity in the school and/or local papers. Utilize Team Nutrition materials in addition to any materials that the food service department might have on hand, such as videos or handouts.
CONTRIBUTOR: Snail Lake Elementary School, Mounds View District

PROMOTION: Halloween
DESCRIPTION: Celebrate Halloween with food! A special menu could feature broomsticks (corn dogs), dirty potatoes (french fries with seasoning), witch's brew (milk), and cookies with halloween frosting. Decorate the cafeteria and dress the staff up in costumes. This promotion is sure to get the kids fired up for school lunch.
CONTRIBUTOR: Sacred Heart School, Waseca

PROMOTION: Food Fair
DESCRIPTION: Set up a food fair in the school for one day or for an entire week. Booths can be set-up with different themes. One could have fresh veggies cut up with a dip or ants on a log (celery with peanut butter and raisins) to promote healthy snacks. Another booth could feature fresh fruits with a fruit dip for students to taste. This is always a good general promotion that can be held any time of the year. Use the seasons to promote seasonal foods. Set up booths that contrast the foods our ancestors ate at different times of the year compared to what we eat now.
CONTRIBUTOR: Roseau School District

PROMOTION: Finger Foods
DESCRIPTION: Feature finger food menu items on certain days in the menu cycle. These can include: muncher potatoes, little smokies, chicken fries, government nuggets, turkey strips, egg rolls, baked mozzarella sticks; kiwi, broccoli and cauliflower. You can also feature a dipping sauce for finger foods; a papular one is white ranch dressing (sour cream/yogurt based). New foods can be featured in small amounts at first. Popular items can be incorporated into the meal pattern lunches.
CONTRIBUTOR: Duluth School District

PROMOTION: School Meals Make Me Smile
DESCRIPTION: Have a "picnic" lunch one day in April and June. The students receive a sack lunch with peanut butter and jelly sandwiches, baby carrots, apple, cookie, and milk in special decorated sacks. Have the students bring a blanket to sit on and also encourage them to bring stuffed animals. To promote the event, posters can be made by students and put up around the school. Mention the event in the school newsletter to help promote.
CONTRIBUTOR: Rochester School District

PROMOTION: Minnesota Products Day
DESCRIPTION: Minnesota produces a lot of great food products and why not have a day to celebrate. This promotion could coincide with the Minnesota Food Products week which is January 18–22. It's always a great idea to teach kids about the impact of buying food from local producers. Put up displays that show the impact of buying vegetables from California vs. Minnesota. This promotion will help the kids understand that food doesn't just come from the back room of the grocery store.
CONTRIBUTOR: Duluth School District

PROMOTION: Cinco de Mayo Celebration
DESCRIPTION: Mexican food is very popular and what better way to expose kids to other cultures and new Tex-Mex foods than a Cinco de Mayo celebration. Decorate the cafeteria in bright colors. The staff can dress up with paper flowers in their hair. Label the foods in Spanish to teach the kids about another language. You can serve burritos, Mexican rice, fruits and vegetables, cinnamon bread sticks or Churros. Classrooms can have a contest to win a pinata with treats.
CONTRIBUTOR: Meadowbrook Elementary, Hopkins District

RESOURCES

TEAM NUTRITION RESOURCES

Most of the education materials listed below are available on loan from the Food & Nutrition Education and Training (FNET) at the Minnesota Department of Children, Families & Learning. Call (612) 296-6622, or 1-800-366-8922.

NUTRITION PROMOTION AND EDUCATION MATERIALS

Team Nutrition Elementary Resource Kit

This kit includes: "Getting Started," a Team Nutrition school banner, age appropriate posters and charts, Ten Steps for Parents, the Great Nutrition Adventure Action Kit, Team Nutrition Connections, School Lunch Challenge recipes and "How-To" materials. Available to enrolled Team Nutrition schools.

Scholastic's In-School Curriculum

Activity-based program to build skills and motiyate children to make food choices for a healthy diet. The curriculum presents Team Nutrition's message across elementary school grade levels. Kits have been developed for PreK-K, Grades 1–2, and Grades 3–5. These kits contain a teacher's guide, resource materials, student magazines, posters, take-home family newsletter and reproducible worksheets. Available to Team Nutrition schools by calling 1-800-SCHOLAS.

Teacher's Support Handbook: Tips, Tools & Jewels for Busy Educators

This teacher's training manual and audio tape have been developed to assist teachers in using the Scholastic In-School Curriculum. The guide includes a discussion of nutrition concepts, a lesson-specific section that provides helpful hints to implementing the lessons, and a reference section for teaching the lessons.

Team Nutrition Activity Calendar and Nutrition Calendar Companion

An activities planning calendar for Team Nutrition schools in support of holidays and national annual events. Includes activities and seasonal recipes and foods.

Best of Team Nutrition Days Book

A "how-to" activity booklet supporting the theme *Get Growing—From the Ground Up!* The booklet features actual nutrition education activities created by Team Nutrition schools across the country.

Food, Family & Fun: A Seasonal Guide to Healthy Eating

This resource book is designed to help parents reinforce at home what their children are learning about healthy eating at school. Through healthful, tasty recipes, fun children-oriented nutrition activities and nutrition information, the book gives parents the tools to bring nutrition education into their homes. Available for purchase from NFSMI. Call 1-800-321-3054 or on the internet at http://schoolmeals.nal.usda.gov:8001.

Team Up at Home: Team Nutrition Activity Booklet

This is a collection of hands-on nutrition education activities for parents to use with their school-age children. This 20-page activity booklet is produced in reproducible format for classroom and community use. Spanish translation is available.

Go, Glow, Grow Foods for You

This is a colorful, interactive nutrition activity booklet for three- and four-year olds. Its focus is the Food Guide Pyramid and eating a variety of foods. Parents, teachers and caretakers can use it to introduce or reinforce nutrition messages for children.

Community Nutrition Action Kit

This kit was developed with the Cooperative Extension Service for use with grades 3–6, their families and community volunteers. It contains youth activities, family/caregiver activities and community activities, with guidelines for implementation, reproducible handouts, resource information and references. Available on the internet at http://schoolmeals.nal.usda.gov:8001.

TRAINING AND TECHNICAL ASSISTANCE MATERIALS

School Lunch Challenge Recipes.

The School Lunch Challenge is a nationwide competition held by The American Culinary Federation that teams chefs with school food service directors. The goal is to develop nutritious, tasty recipes for school lunch that are low cost and popular with the students. These recipes are part of the Team Nutrition Schools Resource Kits. Available to school food service personnel, school districts and state agencies. To order available recipes, call 703-305-1609.

A Tool Kit for Healthy School Meals

The Kit includes 53 recipes that meet the Dietary Guidelines and use the USDA commodities as well as a training program on the preparation, modification and standardization of recipes, along with a promotion guide with 24 colorful picture pages. The picture pages can be used on the food service line as posters, light boards, and menu promotions. Each recipe includes a nutrient analysis as well as required food credits. Available for purchase from NFSMI by calling 800-321-3054.

Great Nutrition Adventure Action Packet

This packet includes strategies for working with volunteer chefs, recipes, a video, and a resource directory of chefs from across the country who are willing to volunteer time in schools.

Serving It Safe: A Manager's Tool Kit

This Tool Kit is a comprehensive training package covering food service sanitation and safety. It contains materials for training in safety and sanitation for all levels of food service employees. The Kit consists of a teacher's manual with written material, teaching aids such as materials for handouts or overheads, as well as case studies and suggested group activities for each of the eight chapters. A colorful poster, which summarizes key points, is provided. The Kit includes a set of computer multimedia, self-instructional designed training modules with CD-ROM and disks. Available for purchase from NFSMI by calling 800-321-3054.

Assisted NuMenus Guidance

Two 5-week selective lunch cycle menus and a 1-week non-selective breakfast cycle are provided in this manual. The lunch cycles are for grades K–6 and 7–12. Menus come with standardized recipes, generic food product descriptions, food preparation methods and nutrient analysis. Available to local school district food service offices for their schools, in a quantity of one per school, while supplies last. To order, fax your request to National Technical Information Service at 703-321-9201. Additional copies are available for purchase from NFSMI by calling 800-321-3054.

Training Guidelines for Healthy School Meals

This publication provides guidelines for training food service professionals to achieve healthy school meals. The guidelines offer recommended topic areas and content for training local food service personnel. They also list training tools to accomplish these goals for the various levels in food service: food service directors, managers, production staff and general assistants. Available for purchase from NFSMI by calling 800-321-3054.

Choice Plus Food Purchasing Manual Reference Guide

NFSMI worked with FCS to develop a food purchasing specification manual called *Choice Plus* that is a complementary piece to the Institute's *First Choice: Purchasing Manual*. The objective of *Choice Plus* is to provide information that allows local programs to make informed purchasing decisions. The Guide consists of approximately 180 pages with photos and illustrations that describe the key points of a food purchase specification. Available for purchase from NFSMI by calling 800-321-3054.

Culinary Training Videos

Training videos on healthy food production for school food service personnel were developed in cooperation with the USDA's Office of Communications. The videos explore new approaches to the production of healthy, tasty and attractive foods for the school meal programs with an emphasis on developing culinary skills. USDA recipes are featured in the videos. The videos are accompanied by a discussion guide.

MEALTALK

An electronic discussion group for school food service and child nutrition professionals. Its purpose is to provide a forum to share ideas and resources related to school meals. To subscribe, send an email message to: majordomo@nalusda.gov with "subscribe mealtalk, your name <your email>" in the body of the message.

Minnesota Food & Nutrition Education & Training Resource Catalog

This catalog is a list of resources for staff development and the instruction of children, youth, parents, and adults. These resources are available from the Food & Nutrition Education Resource Center for loan to teachers, school food service staff, and other professionals working with USDA nutrition programs.

Fitness Fever

Fitness Fever is a program for health promotion for students in grades 1–6. The main event is a four-week Fitness Fever Challenge in February that encourages kids and their families to be active and eat five fruits and vegetables every day. Sponsored by BlueCross BlueShield of Minnesota, Minnesota Department of Health, Minnesota Department of Children, Families & Learning, and Minnesota Service Cooperatives. Visit the Fitness Fever web site at http://www.fitnessfever.com. The Fitness Fever hot line is 612-456-6200.

Minnesota Lunch Power

A manual developed through Minnesota's Team Nutrition Training grant that features a variety of quantity recipes for schools that are lower in fat, sodium and sugar. In addition to the recipes, the manual offers tips for marketing menus that reflect the Dietary Guidelines, provides sample menus and includes industry and health organization addresses to contact for promotional information.

Eatin' to the Beat

Eatin' to the Beat is an audiocassette and songbook of seven nutrition songs designed for elementary level students. The songs support healthy food choices and physical activity. The audiocassette and the songbook are available from your school food service or can be requested on loan from the Food & Nutrition Education & Training (FNET) Resource Center, Minnesota Department of Children, Families & Learning.

FOOD & NUTRITION RELATED WORLD WIDE WEB SITES

Information on selected electronic sources of food and nutrition

Current topics in food safety and nutrition
http://ificinfo.health.org

FDA Center for food safety and applied nutrition
http://vm.cfsan.fda.gov/list.html

Center for Disease Control
http://www.cdc.gov

U.S. Department of Health and Human Services
http://www.os.dhhs.gov

Yahoo:health. A sub-directory on nutrition with 25–30 sites giving various types of nutrition information
http://www.yahoo.com/health

Dole Five A Day
http://www.dole5aday.com

USDA Center for Nutrition Policy and Promotion
http://www.usda.gov/fcs/cnpp.htm

American Dietetic Association
http://www.eatright.org

American School Food Service Association
http://www.asfsa.org

Minnesota Department of Children, Families & Learning
http://cfl.state.mn.us

Food & Nutrition Information Center
http://nal.usda.gov/fnic/

Team Nutrition
http://schoolmeals.nal.usda.gov:8001

USDA
http://www.usda.gov

Dairy Council of the Upper Midwest
http://www.familyfoodzone.com

Rating and review guide of nutrition information web sites
http://navigator.tufts.edu

NOTES

Please complete this evaluation and return.

1. How did you use this promotional planner?

2. Would you use a planner like this again?

3. What else would you like to see in a promotional planner that was not in this planner?

4. Share your new promotional ideas. List the promotion title, contact person, school district and phone number.

QUICK REFERENCE CARD

Minnesota Department of Children, Families & Learning
Food & Nutrition Service
550 Cedar Street
St. Paul, MN 55101
800-366-8922
fax (612) 296-2830
http://cfl.state.mn.us

Food Nutrition Education & Training Resource Center (FNET)
(612) 296-6622
fax (612) 296-3142

USDA's Team Nutrition Schools
P.O. Box 0812
Rockville MD 20848-0812
email: teamnutrition@reeusda.gov
http://schoolmeals.nal.usda.gov:8001

USDA's Food and Nutrition Center (FNIC)
http://www.nal.usda.gov/fnic/

BEST COPY AVAILABLE

Stamp

MN Department of Children, Families & Learning
Food and Nutrition Service
550 Cedar Street
St. Paul, MN 55101

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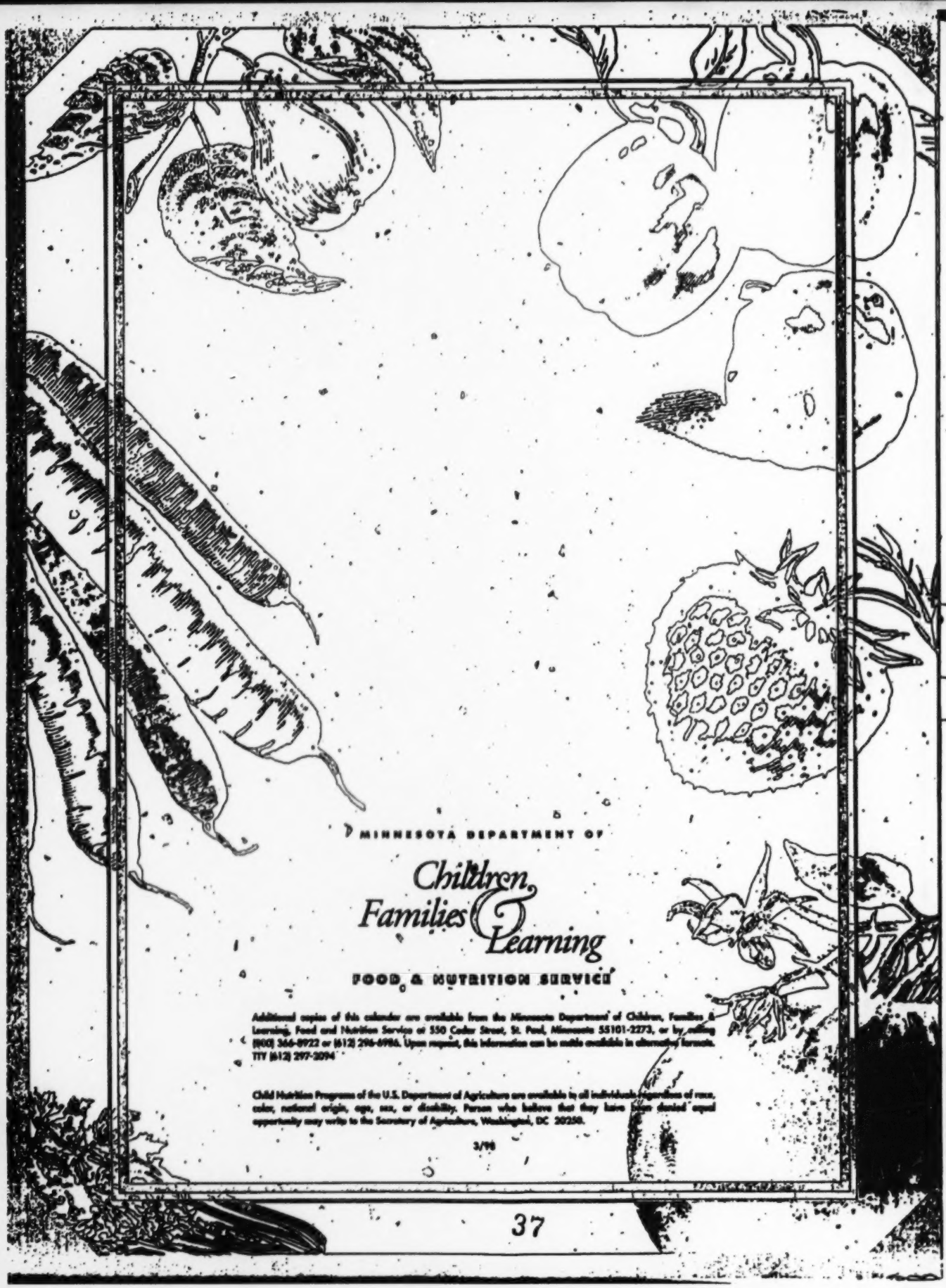

MINNESOTA DEPARTMENT OF

Children, Families & Learning

FOOD & NUTRITION SERVICE

Additional copies of this calendar are available from the Minnesota Department of Children, Families & Learning, Food and Nutrition Service at 550 Cedar Street, St. Paul, Minnesota 55101-2273, or by calling (800) 366-8922 or (612) 296-6986. Upon request, this information can be made available in alternative formats. TTY (612) 297-2094

Child Nutrition Programs of the U.S. Department of Agriculture are available to all individuals regardless of race, color, national origin, age, sex, or disability. Person who believe that they have been denied equal opportunity may write to the Secretary of Agriculture, Washington, DC 20250.

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School Breakfast Programs
Energizing the Classroom

A Summary of the
Three Year Study
of the Universal
School Breakfast Pilot
Program in Minnesota
Elementary Schools

PS 027755

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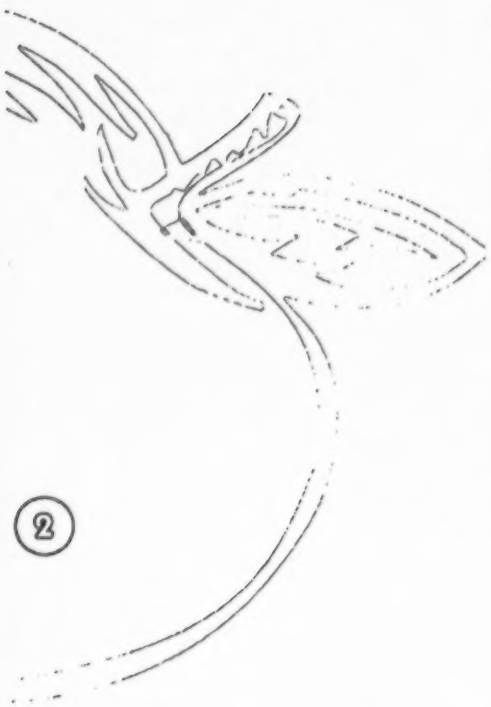


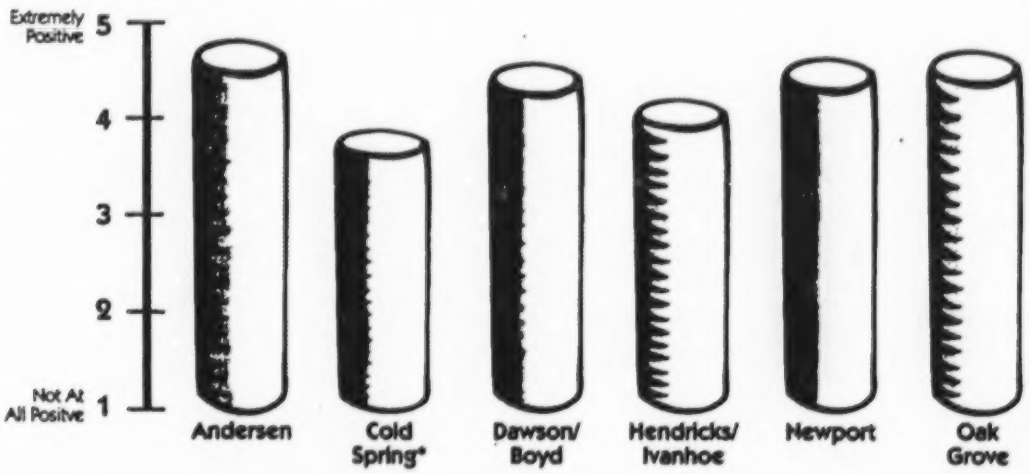
Introduction

In 1994, the Minnesota Legislature directed the Minnesota Department of Children, Families & Learning (then the Minnesota Department of Education) to implement a universal breakfast pilot program integrating breakfast into the educational schedule for all students. The Department awarded grants to four elementary schools. Two additional sites were able to join the program through a corporate partnership. The Department was also charged with annually evaluating these sites to determine the impact of school breakfast on children's school performance including discipline, test scores, attendance and other measures of educational achievement.

The evaluation, performed by The Center for Applied Research and Educational Improvement (CAREI) at the University of Minnesota, shows that, when all students are involved in school breakfast, there is a general increase in learning and achievement. As the graph indicates, teachers' overall attitudes about the effect of school breakfast is overwhelmingly positive.

Clearly these pilot breakfast programs infuse a new level of energy into the school day: students are more attentive and are in the classroom more consistently, teachers support the program and appreciate the positive effects on students, for parents the program is more consistent with their children's natural sleeping and eating routines and it relieves some of the stress of rushed mornings. It is also an opportunity for community and parental participation in the educational process. At the pilot sites, school breakfast programs are more than cereal, fruit, toast and milk for a sleepy child prior to the start of class. It is a vital part of the curriculum and an integral element of a productive and successful educational day.

Teachers' Overall Feelings About Breakfast Project in Year 3



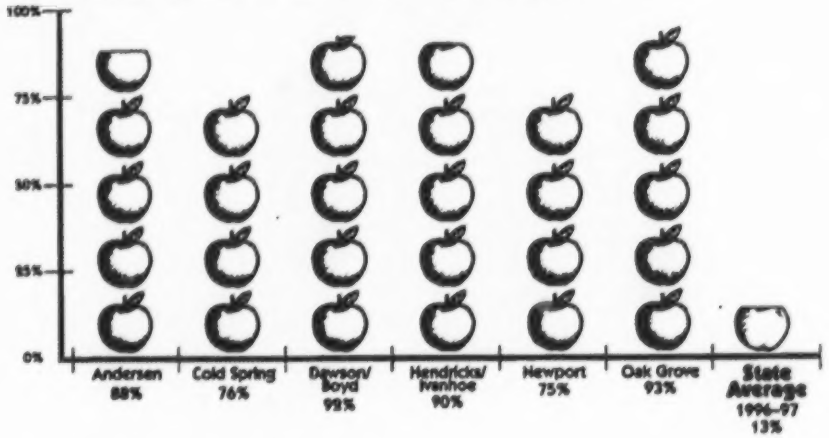
*Reflects year 2 data

Participation

Data collected before this pilot program revealed that in schools with breakfast programs only 12% of students participated and only about half the students eligible for free or reduced meals ate breakfast most or all the time. By involving all students, these pilot programs eliminate the stigma of subsidized meal programs. Students from all socio-economic levels participate. Thus, on a nutritional basis they all start the school day equally. The extremely high participation rates, ranging from 75% at Newport Elementary to 93% at Oak Grove, affirm that the programs are well-liked by students.

> ***"I think it's good because everyone is the same now."***
>
> — Student

Participation Rates in School Breakfast Programs

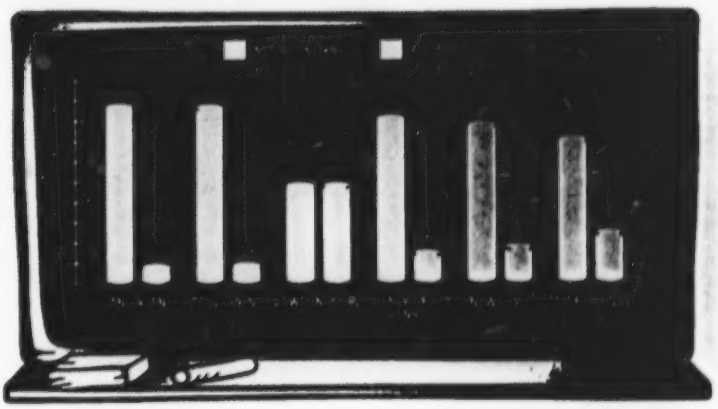


School Years 1994–95, 1995–96 and 1996–97

Integration Into The School Day

Administrators report that school building and community attitude toward school breakfast remains positive. Food service personnel and advisory committees work closely with teachers to create programs that fit smoothly into the daily schedule and reinforce the curriculum by stressing the importance of nutrition. Some people feared that breakfast would cut into valuable classroom time. This did not materialize. Some classes use the time for reading, some watch educational programming and others complete worksheets as they eat. As the graph shows, teachers express very little concern over the time it takes for school breakfast. Furthermore, school breakfast has become a vital part of the educational day.

Teachers' Level of Concern for Time Away From Learning Early Spring 1996



Learning Readiness

"I really notice the difference this year. Last year I saw improved concentration, this year I see less aggression and improved attitudes."

— Teacher

At the pilot sites, students are better prepared for learning than ever. School breakfast helps reduce several of the common roadblocks to learning. When students are at the nurse's office, they aren't learning. When one student's behavior disrupts the classroom, all students lose valuable learning time. When students are hungry or have headaches, they stop paying attention to the lesson. School breakfast helps eliminate many of these problems. Individual students and whole classrooms are better prepared for learning.

"[My daughter] is not one who can eat right when she gets up, so this poses a problem in her getting a healthy breakfast in the very early a.m. hours. The Breakfast time at school is the perfect solution to this problem."

— Parent

Increased Student Attention

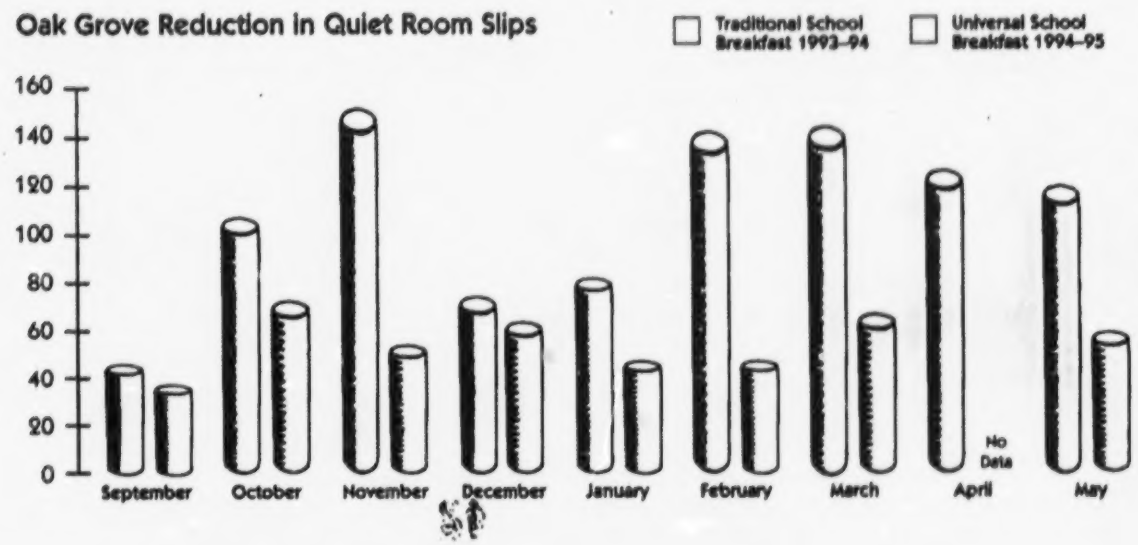
According to teachers, students are more energetic at the start of the day and complaints about mid-morning hunger have noticeably decreased. One teacher noted that school breakfast gets her day started on a positive note and that students no longer complain about headaches or being hungry at 10:30 A.M. This was typical of all sites. Despite long bus rides and early starting times, students now have the energy to stay alert through the entire morning.

"Breakfast for my child helped him to concentrate better on school work rather than thinking how much longer it would be till lunch."

— Parent

Improved Student Behavior

Classes at the pilot sites lose less educational time due to discipline problems. Nutritious school breakfast increases attention span and reduces class disruption. Fewer students are sent to the principal's office. Administrators feel that school breakfast plays an important role in their 40%–50% decline in discipline referrals.



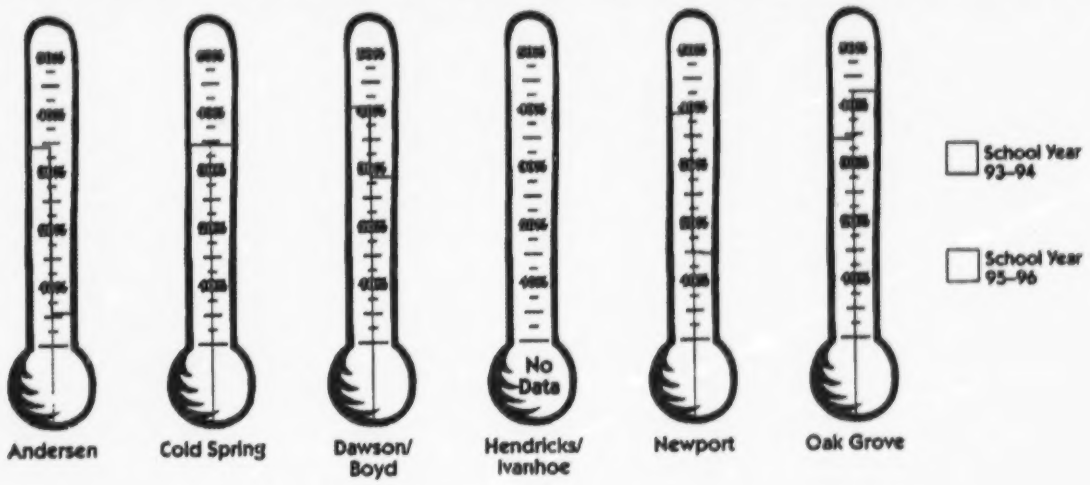
Reduced Nurse Visits

Reaction from school nurses supports the positive attitudes of teachers and administrators. As the graph below indicates, nurses report a significant decline in morning visits to their offices due to minor headaches and stomachaches. They conclude school breakfast is the reason students are spending less time at their office and more time in the classroom. Nurses comment that it would be a severe detriment to students if the program was discontinued and suggest expanding it to high schools.

"Kids are not coming down complaining they don't feel well. Now when they come down you know they have had breakfast and it could be a real sickness."

— Nurse

93–94 vs. 95–96 Percentage of Morning Nurse Visits for Minor Illness



Test Scores

In comparing test scores of third graders before the universal school breakfast program with their scores as sixth graders after experiencing the program for three years, **there is a general increase in composite math and reading percentile scores**. With so many variables involved in testing, caution needs to be taken when interpreting achievement results. Nonetheless, the universal school breakfast program appears to play a role in improving student achievement.

"At first I thought it would be a disruption of learning. The breakfast program has only increased students' learning."

— Teacher

"It's one of the best things that has happened in our school district. There are positive benefits that cannot be measured on paper."

— Principal

Parent Reactions

> ***"Our son eats at 6:30 and again when he goes to school. Since he began have another breakfast at school, his attention span has been much better and his grades improved; prior to this we had tried a lot of different things, methods and medication."***
>
> — Parent

In a survey of parents, over 91% agree or strongly agree that the pilot program results in a positive experience and that nutritious foods are offered. Many note that their children are not hungry early in the morning, but are ready to eat when they arrive at school. Mornings are a very busy time for many families with parents getting ready for work and kids getting ready for school. Many parents feel less stressed because they don't need to worry about preparing breakfast when everyone is rushed. Many parents note that their child's learning and concentration has increased because of the universal school breakfast program.

Social Benefits

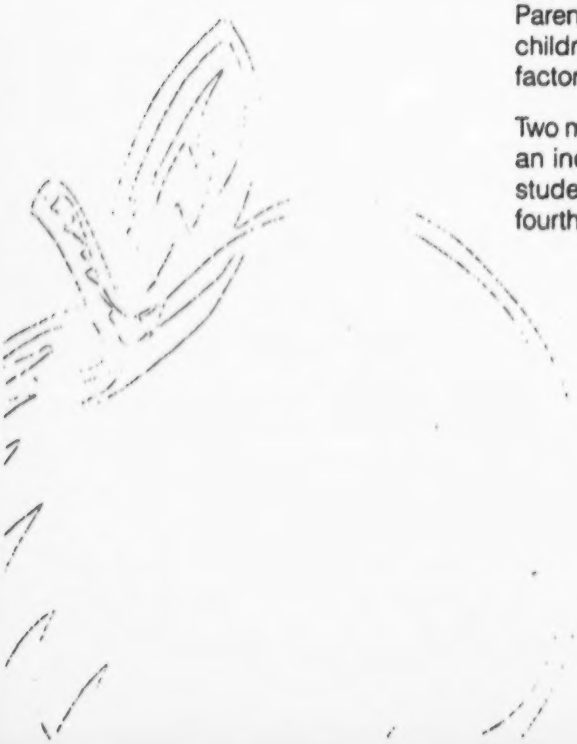
> ***"...it is little to spend on long term results... It gives me time to visit with them [my students]. It is a nice way to start the day nutritionally, socially, and emotionally."***
>
> — Teacher

The pilot sites note several indirect social benefits from school breakfast. It creates a new opportunity for interaction between students, teachers, parents, and community members. In many schools, siblings eat breakfast together and there is a healthy interaction among students of different grade levels. One administrator notes that children who are frequently isolated during lunch and other breaks are fitting in well with all students. Many classes utilize breakfast as an opportunity for less structured interaction among students.

Cold Spring—After the Project

When project funding for Cold Spring Elementary ended in February 1997, the School Breakfast Program was changed to the traditional free, reduced-price and paid meal reimbursements. As a result, participation in breakfast quickly dropped from 82% to only 18%. Parent interviews indicate that the additional financial burden and their children's lack of desire to eat when their friends aren't eating are key factors in the lower participation.

Two months after the program change, a majority of teachers reported an increase in physical complaints by students and hearing more students comment about being hungry by mid-morning. Over one-fourth of the teachers also reported a decrease in learning readiness.



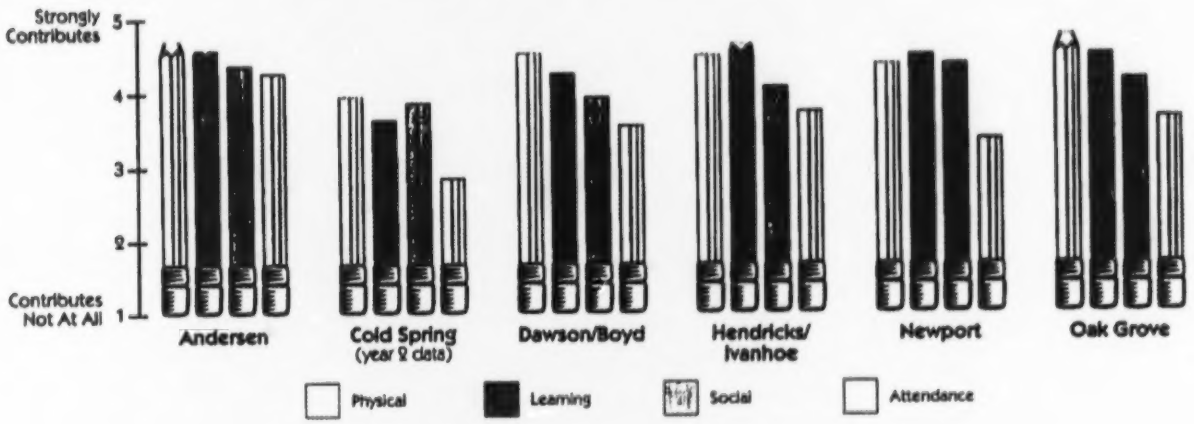
> ***"I think it was a good program to have. I don't work so my kids can have breakfast at home. But I know that it doesn't work like this for everyone."***
>
> — Parent

Conclusion

Overall, the response to the pilot program has been extremely positive. Teachers like the behavior and learning improvements, parents appreciate the program and the safety net it provides for them, students need the nutrition and enjoy the social aspects, and administrators find it easy to integrate into the daily educational routine. For these pilot schools, their universal breakfast program is no longer an experiment. It is an important, desired, energizing and effective element of the educational day.

> ***"I hope it can continue. I think it's the best thing since sliced bread."***
>
> — Teacher

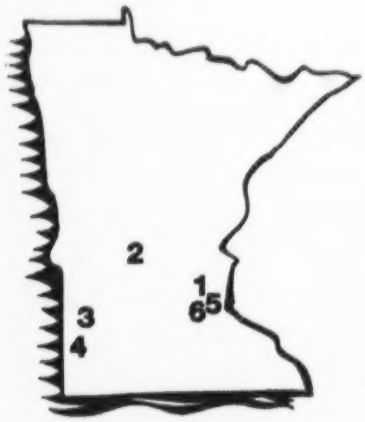
Teachers' Feelings About the Effect Breakfast has on Students' Behavior and Performance in Year 3



The Sites

The six sites participating in the Universal School Breakfast Pilot Program are: Andersen Open School in Minneapolis (1), Cold Spring Elementary (2), Dawson/Boyd Elementary (3), Hendricks/Ivanhoe Elementary (4), Newport Elementary (5), and Oak Grove Elementary in Bloomington (6). They represent a cross-section of Minnesota communities, demographics and school systems.

The actual breakfast programs vary from school to school. Serving times range from 7:20 A.M. to past 9:30 A.M. Some schools serve students in the cafeteria directly after getting off the bus and others start classroom activities before eating. Several classes choose to eat in their rooms while reading, watching educational programming or doing class work. Menus vary but the food served contains more nutrition than the average breakfast.



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Energizing the Classroom is based on a three year evaluation of the Universal School Breakfast Pilot Program conducted by the Center for Applied Research and Educational Improvement (CAREI), 265-2 Peik Hall, 159 Pillsbury Drive SE, Minneapolis, Minnesota 55455-0208.

Copies of this summary and the complete CAREI report are available from the Minnesota Department of Children, Families & Learning, Food and Nutrition Service at 550 Cedar Street, St. Paul, Minnesota 55101-2273, or by calling (612) 296-6986, or in Minnesota (800) 366-8922.

Child Nutrition Programs of the U.S. Department of Agriculture are available to all individuals regardless of race, color, national origin, age, sex, or disability. Persons who believe that they have been denied equal opportunity may write to the Secretary of Agriculture, Washington, DC 20250.

Upon request, this information can be made available in alternative formats.
TTY (612) 297-2094

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